Competing in the 21st Century: Demands
For Environmental Quality

Nancy Bryson
COMPETING IN THE 21ST CENTURY:
Demands for Environmental Quality
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Helping Agriculture Comply With Environmental Requirements
ENVIRONMENTAL QUALITY ISSUES

Water
Air
Endangered Species
Ecosystem/Watershed
### Reducing Air Pollution and Improving Productivity: The Dairy Industry Example

<table>
<thead>
<tr>
<th></th>
<th>1960</th>
<th>1990</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk/ cow/ yr</td>
<td>3195 kg</td>
<td>7000 kg</td>
</tr>
<tr>
<td>CH4/ cow/ yr</td>
<td>76.1 kg</td>
<td>114.6 kg</td>
</tr>
<tr>
<td>CH4/ Kg milk</td>
<td>24 gms</td>
<td>17 gms</td>
</tr>
<tr>
<td>Dairy Cows</td>
<td>17.5 million</td>
<td>10.1 million</td>
</tr>
<tr>
<td>Total milk</td>
<td>55.9 mil. Tons</td>
<td>65.6 mil. Tons</td>
</tr>
<tr>
<td>Total CH4</td>
<td>1.33Tg</td>
<td>1.16 Tg</td>
</tr>
</tbody>
</table>

10 million tons more milk and 170,000 tons less methane than 30 years ago

[http://www.epa.gov/rlr/sustain.htm](http://www.epa.gov/rlr/sustain.htm)
Consolidation

Confined animal units, by size class, 1982-97

Source: USDA Economic Research Service
1. Environmental Law
   - Old Laws
   - Litigation as a Bellwether
   - Need to Quantify Agricultural Benefits
2. Farm Bill Conservation Programs

Economic Incentive

- Land Retirement (CRP, WRP)
- Working Land (EQIP, CSP, WHIP)

Economic Disincentive

- Swampbuster
3. Best Management Practices

4. Private Sector Trading Programs
   (Air, Water, Carbon Sequestration)
   - Quantifiable
   - Permanent
   - Surplus
   - Enforceable
   - Original amounts in inventory
CHALLENGES

Outdistancing Litigation
Innovation/Incentives
Measuring Progress
Sustainability